

DEFENSE INDUSTRY DAILY MEDIA KIT 2012



DefenseIndustryDaily.com

Military purchasing news for defense procurement managers and contractors

Defense Industry Daily delivers purchasing news and procurement updates to defense buyers and contractors. It is a leading industry resource for military contracting news and an essential digest for defense acquisition personnel and contractors.

DID readers have access to news, updates and status reports covering major military purchases, contract activity, procurement trends, IT/communications and developing technologies.

DID is consistently among the top 10 defense sites on the internet, and among the widest-read business-to-business sites on the topic. The publication is widely respected along the entire procurement chain.

The site provides thousands of free articles as well as a section of in-depth content sold as the Defense Industry Insider (DII) subscription.

DID has a sizeable international audience—40 percent of the readership is outside North America. The site attracts tens of thousands of monthly unique visitors from countries including the United Kingdom, Canada, India, Australia, Germany and France.

The daily email newsletter goes out to more than 16,000 subscribers every weekday.

“It is a daily, reliable way of keeping up to date with defense developments around the world.

Reader comments are taken from an online reader survey conducted in November 2011.

 **DEFENSE INDUSTRY DAILY**

Contact Sarah Roberts (646) 821-4014 sarah@watershed-publishing.com

16,000

Daily Newsletter Subscribers

300,000

Unique Monthly Visitors

- More than 16,000 daily newsletter subscribers
- Half a dozen news articles & “Rapid Fire” headlines
- Reader open-rate greater than 30 percent
- 1000s of free articles; Searchable by DoD contract ID number
- In-depth Defense Industry Insider (DII) subscriber content
- Providing military purchasing and procurement news since 2004

“You provide **both broad-aspect and narrow-aspect views** of important and relevant issues and topics. This is done in a concise manner and that is useful, too.”

7 in 10

Readers rank DID in the top 5 industry titles

4 in 10

Readers rank DID as No. 1

3x more

Readers rank DID first than its nearest competitor

607 of 709 total respondents to our online reader survey completed this request to rank more than 22 industry publications.

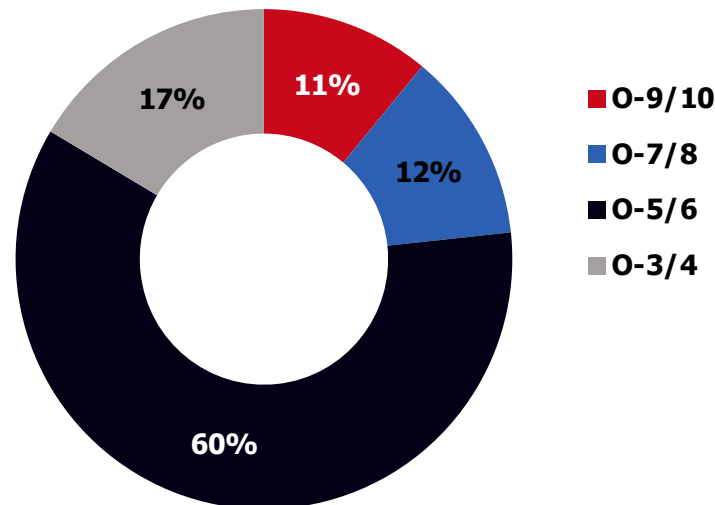
	Best	2nd	3rd	4th	5th
Defense Industry Daily	255	108	39	13	9
Jane's defence publications (any of them)	78	46	34	29	24
Aviation Week	62	45	40	46	18
Defense News	44	55	25	26	21
Air Force Technology	29	25	22	9	17
Defense Daily Network	16	14	10	9	3
Military.com	14	26	34	24	34
Army Technology	13	24	22	15	12
Flight International	11	29	29	18	16
Naval Technology	10	13	13	22	19

"Timely, in-depth analysis. Doesn't traffic in rumors the way some other news sites do."

About our Audience

Military buyers, prime contractors, OEMs, defense procurement managers

Military Pay Rank



The DID Readers are inside the defense supply chain—from military buyers to prime contractors, OEMs, and subcontractors.

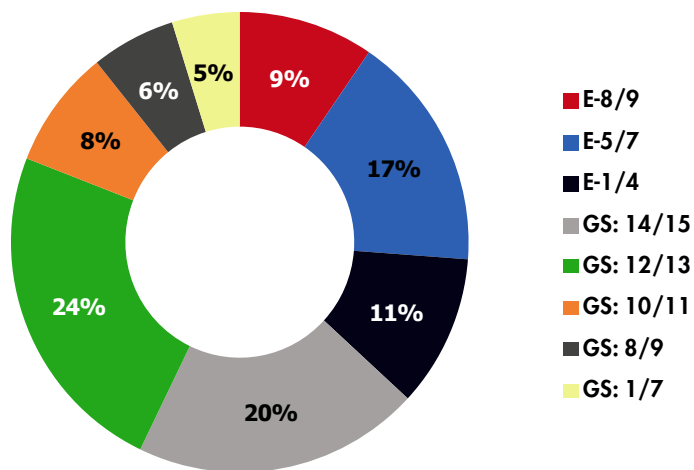
Our readers are primarily U.S. defense procurement managers and contract managers, led by the Navy, Air Force and Army.

Teams reached within the DoD include DARPA, DAU, DCMA, DISA, DLA, JFCOM, or the OSD. Sixty percent of readers with a military rank are Lt. Col. or Colonel, (O-5 or O-6).

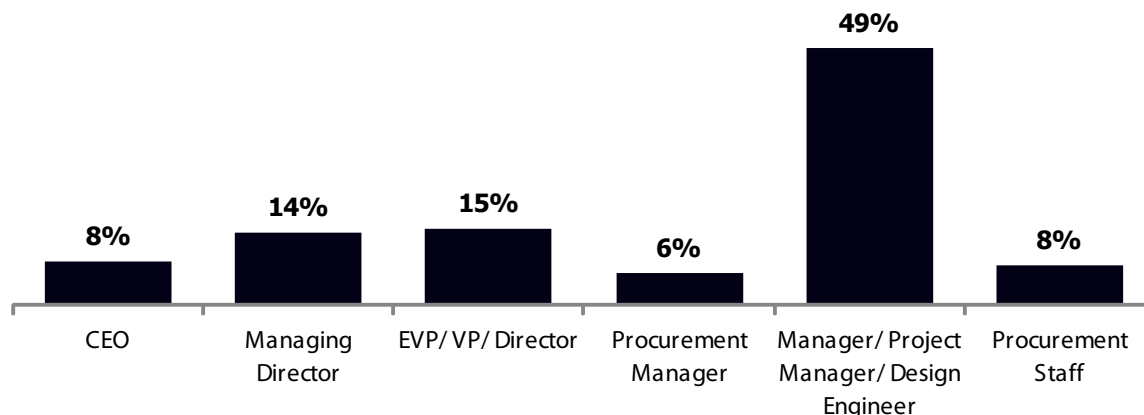
“In my job I need to know what is happening in Defense, who is what, what it is costing, etc., and DID gives a good range of articles to provide that background.”

Charted data is collected from an online reader survey conducted in November 2011.

Civilian Pay Grade



Civilian Job Titles



Private-sector senior executives, purchasing, design engineers and project managers

The DID Readers from the private sector show a great deal more diversity—senior executives and the purchasing, design engineer and project managers that have direct interest in procurement make up the bulk of the readership. An equal number of CEOs and procurement staffers reach for the publication.

The audience is found within government organizations including Congress, as well as in financial and consulting firms. 44 percent of civilian readers are ranked between GS-12 and GS-15.

7%

Complete Budget Control

17%

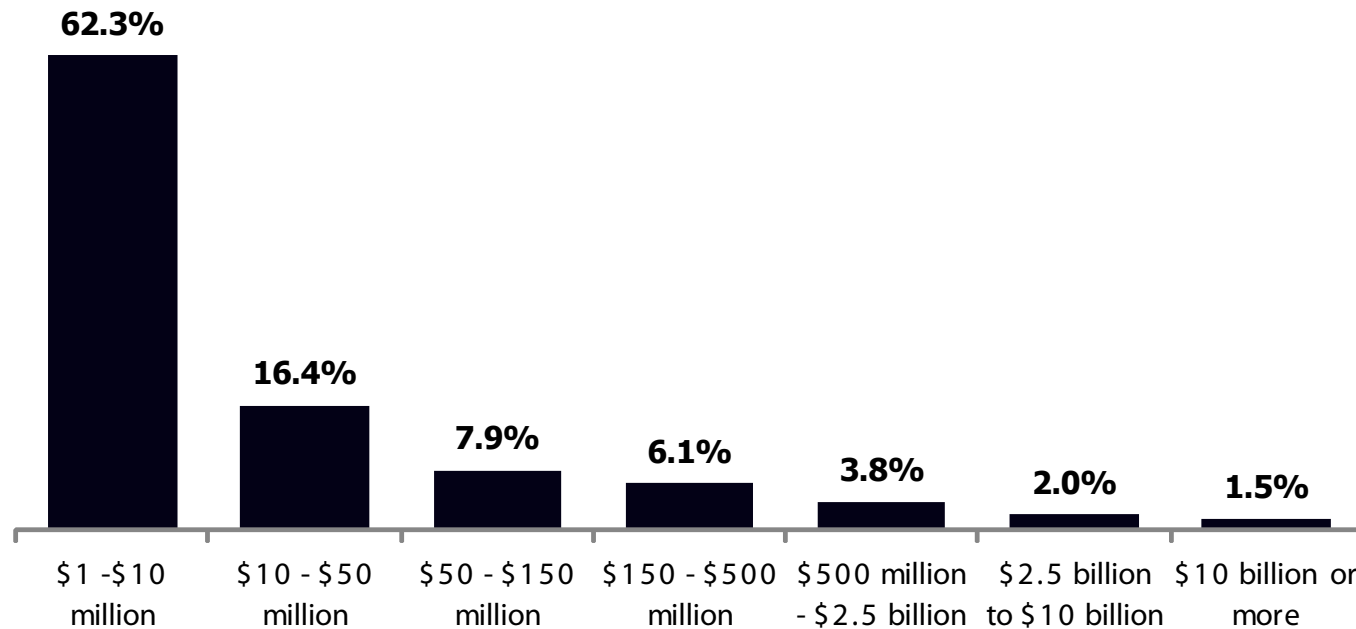
Significant Budget Control

42%

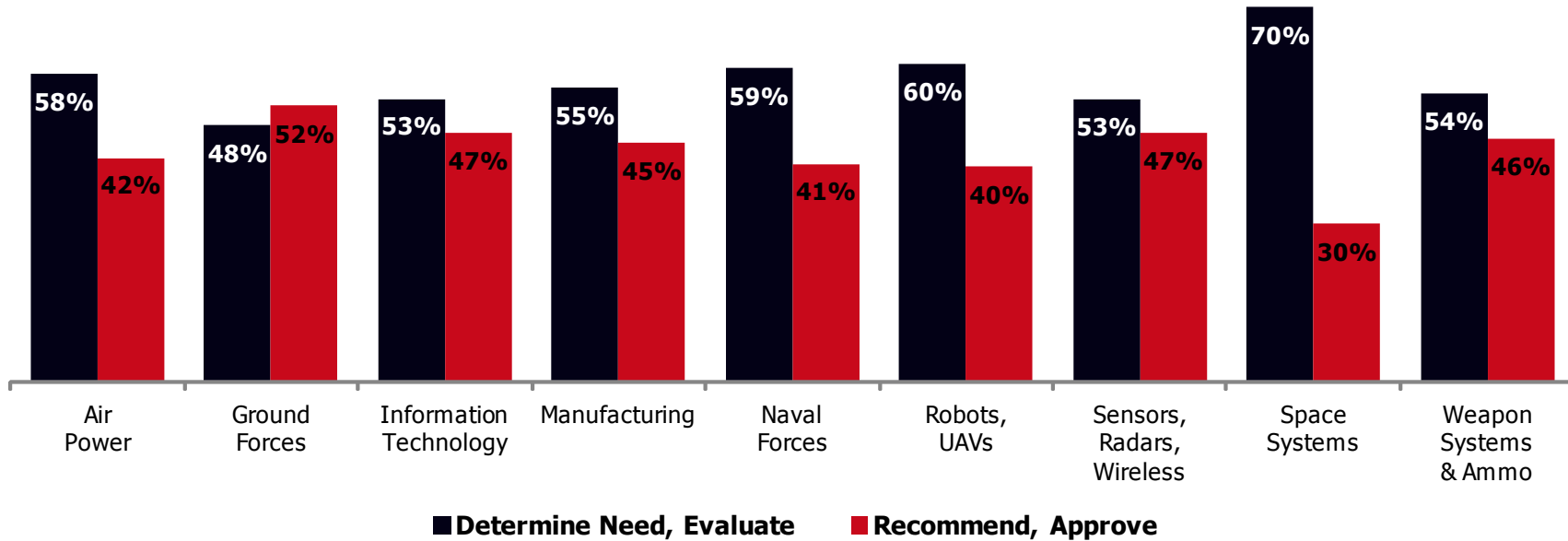
Recommend

In Making Purchase Decisions, a majority of the audience—2 of every 3 readers—has complete control, significant control or recommendation authority over their relevant procurement budgets.

More than 60 percent are handling budgets up to \$10 million; 30 percent are working with budgets in the \$10 to \$500 million range, and 7 percent are working with budgets greater than \$500 million.



Equipment Spending Decisions



In Making Equipment Spending Decisions, DID readers are extremely involved in decisions across the span of naval, ground and air forces, IT/communications, and other major military programs. On average, 57 percent are evaluating and determining the need for a program, and 43 percent are recommending and approving program spending.

“...I like up to the minute info on tech, and **who is buying what.**”

Advertising

Display ads, white paper & events promotions

Leaderboard

In-line rectangle

White Papers & Events

Skyscraper

Defense Industry Daily
MILITARY PURCHASING NEWS FOR DEFENSE PROCUREMENT MANAGERS AND CONTRACTORS

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AMF JTRS
HERE. NOW. PROVEN.

SEE IT IN ACTION NOW
RESEARCH AND ANALYSIS
MILITARY CONTRACTS

Australia Upgrading its CH-47D Heavy Heli Fleet
Dec 12, 2011 14:00 EST

After decades as a largely untroubled workhorse, the CH-47 Chinook medium-heavy lift helicopter has suddenly become the ball of the ball. Nations that have them are keeping them, and upgrading them. Boeing's main customers in the US military plan to keep versions of the CH-47 in service past 2030. Nations that don't have Chinooks, want them; but like a Harley-Davidson VRSCC³ Screamin' Eagle Flat Boy, those who step up to buy one know that second-hand models aren't exactly plentiful—and if you're looking for a replacement, you'd better act fast.

Australia has ordered CH-47Fs, but in the mean time, the 8 CH-47Ds in 5th Aviation Regiment, C Squadron have received defensive upgrades, lost a helicopter in Afghanistan, and are now about to rise to 7 machines under a new deal...

Continue Reading...

Amphibious Ship For Sale, Sold: Australia's Interim Buys
Dec 12, 2011 13:55 EST

Wardroom altered; HMS Okech commissioned; Another ship to be bought; (Dec 12/11)

The fate of a nearly-new British amphibious support ship, RFA Larga Bay, was all about timing.

Britain commissioned 4 of the 176m long, 16,000t Bay Class L30 amphibious ships to create a very European capability. The new "Atlantic Landing Ship Logistic" ships were built from the same base Enforcer template that produced the successful Dutch Rotterdam and Johann de Witt, and Spanish Galicia class programs. Britain ordered 4 of these AL30/L30-A ships into its Royal Fleet Auxiliary, and entry use began with RFA Larga Bay's commissioning in 2008. By 2011, however, Britain's fiscal situation was so dire that a strategic review marked RFA Larga Bay for decommissioning in April 2011, after just a fraction of its 30+ year service life. That was bad timing for Britain, but good timing for others.

Especially Australia. They won the tender, and then went on to add a combination of leased, bought, and borrowed vessels to fill in for the RAN's suddenly-unserviceable amphibious fleet, until their new Canberra Class LHDe arrive in mid-decade...

- 3 Potential Customers, 1 Winner
- Contracts & Key Events [updated]
- Additional Readings

Continue Reading...

Rapid Fire 2011-12-13: PM-KO Collaboration | Should-Cost Template

White Papers and Events
DID Defense Contractor Performance Ranking
Get the free summary of industry perceptions as indicated by the government, military procurement officers, and industry executives.
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Military Armor Protection
February 27 - 29, 2012
Washington DC
Metro Area
Advancing
Wartfighter &
Vehicle Survivability
Technologies
Now the Program Starts
CLICK HERE

AD VIEWS

Ad Unit	CPM	50,000 ad views
Display Ad Unit	\$80	\$4,000
Text Ad Unit	\$60	\$3,000

NEWSLETTER EMAIL DROPS

Ad Unit	CPM	4 Drops in 1 month
Display Ad Unit	\$80	\$5,120
Text Ad Unit	\$60	\$3,840

DID has three types of graphic sponsorship opportunities—a leaderboard top banner, a large in-line rectangle, and a right-hand column wide skyscraper. We will geo-target your ads (regionally or globally), please ask your representative.

We charge an **\$80 CPM** (cost-per-thousand ad impressions). Discounts are given for buys of greater than 30,000 impressions and quarterly or annual buys. Prices also apply to the newsletter.

Typical packages involve about 100,000 impressions per month, split between site and newsletter, costing between \$5,000 and \$7,500 monthly depending on length of agreement. Smaller businesses can get started with as little as \$1,500, for example, in our **"White Papers & Events"** section, and purchase 200,000 impressions.

Technical Specs

We run the most popular IAB standards, as well as a custom text ad format.

We run rich media formats, 3rd-party served, and expandable and sound units that are user initiated. The file size limit for graphic ads is 40K.

Flash ads must have destination URLs hard-coded into the SWF file.

For email campaigns, please provide JPG or GIF files, as Flash does not play in many email readers. Campaigns that fail to provide static graphic files for email placements will generally see less response.

DID accepts third-party serving, although we offer free ad serving and tracking. DID will use third-party ad-server figures to reconcile media buys; however, those figures will be granted controlling status only if discrepancies are noted by client or agency within 10 days of the first running of the media.

In absence of such notice, the client agrees to be charged based on DID's internal ad statistics.

DID monitors its readers' experience. Ads with too many flashing parts or other intruding elements may be rejected.

Leaderboard 728 x 90



Skyscraper 160 x 600

Rectangle 336 x 280



"Text plus Graphic"

- Maximum of 50 words
- Max logo graphic size: 120x60; max file size 4K

